



The South Asian Cricket Academy (SACA) Sponsorship Proposal



What is SACA?

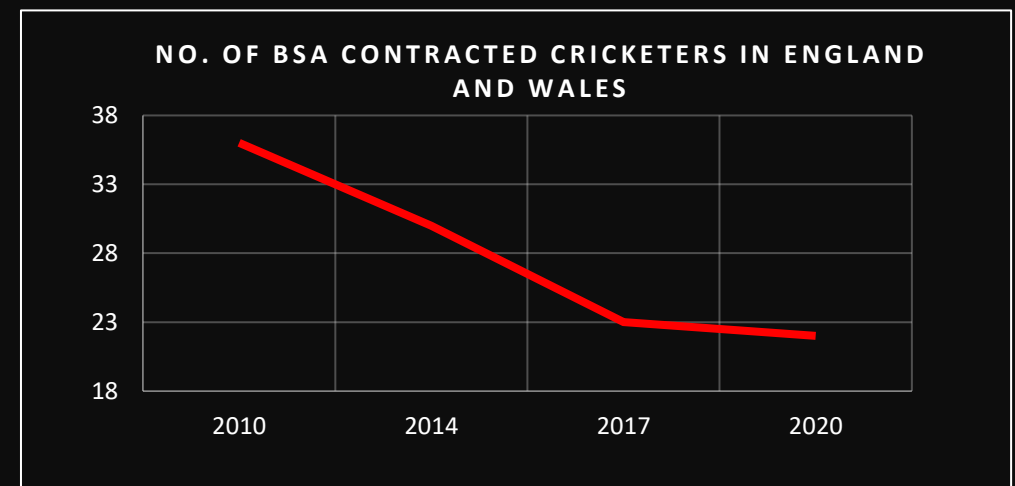
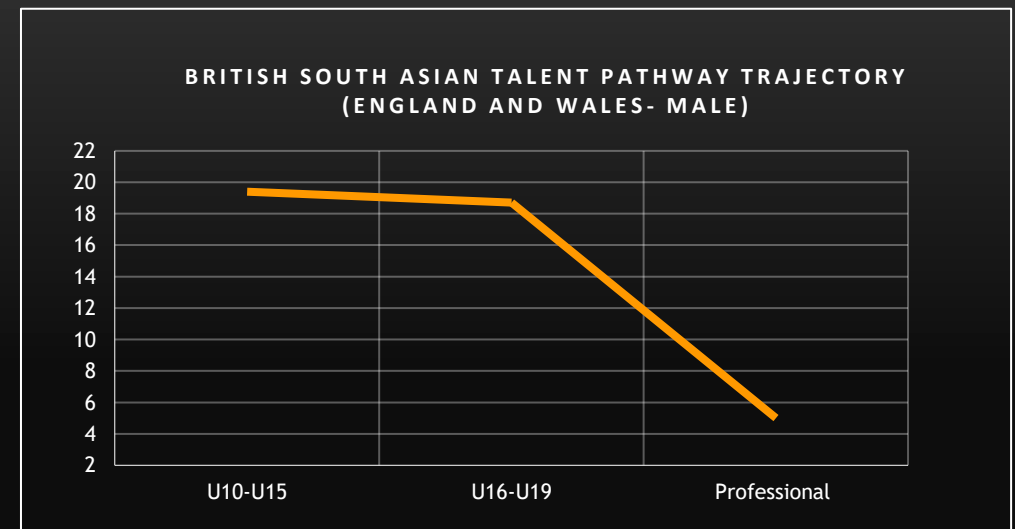


- SACA is an intervention programme designed to tackle the inequalities highlighted by research regarding the lack of **British South Asian (BSA)** representation in professional cricket.
- It is underpinned by the PhD research of Tom Brown at Birmingham City University, which identified that national talent elite pathways are skewed heavily in favour of White British, privately-educated males.
- SACA is a short-medium term strategy to support **BSA** players and coaches whose career cycles does not allow them to wait for systemic changes in the game.
- To achieve its goal of increasing **BSA** representation within the professional game, SACA will act upon research to provide a bespoke cricket programme for a squad of **BSA** male cricketers aged 18+, which will be lead by former international cricketer Kabir Ali.
- SACA recognises that there is limited research concerning the development of **BSA** female cricketers, and as such has partnered with Warwickshire CCC to provide a bespoke cricket programme for a squad of their **BSA** players aged 13-15.
- Through its partnership with Birmingham City University, SACA will also initiate, fund & implement research to increase the understanding around the lack of **BSA** female representation in women's cricket both at a professional & non-professional level.
- SACA aims to disband within 6 years (2028), with the intention that changes to the game shall render it unnecessary.

The need for SACA – What does the research tell us?



1. Across England and Wales, British South Asian (BSA) male cricketers are over-represented (~20%) within county talent pathways (U10-U19) compared to the demographics of the general population in each region of the UK.
2. This drops considerably when BSA males transition from talent pathways to professional county cricket, where they become significantly under-represented to less than 5%.
3. This is similar whereby BSA representation of professional cricket coaches is also less than 5%.
4. White British Male Cricketers are up to 7.8x more likely to become a professional cricketer than BSA Male Cricketers.
5. Privately-educated White British males are 34x more likely to become a professional cricketer than state-educated British South Asian males.



How will SACA help rectify the issues?



Operating as a non-profit organisation, SACA will apply a three pronged approach to tackling the inequalities found within the talent development systems in cricket across England and Wales.

1

SACA will provide a squad of BSA male **cricketers** aged 18+ with an elite cricket programme to assist progression to professional status. It will provide a squad of BSA female **cricketers** aged 13-15 with a bespoke development programme to assist progression onto talent pathway programmes.

2

SACA will provide male and female BSA **coaches** with the opportunity to gain experience of working with elite players as well as gain the qualifications necessary to progress into the professional game.

3

SACA will fund **research** to explore, evaluate & implement best practice in the construction of diverse & inclusive talent development programmes in men's & women's cricket, as well as barriers to progression into women's cricket for BSA female cricketers.

SACA Management Structure



Mooen Ali
President



Tom Brown
Managing Director



Kabir Ali
Director of Cricket



Dr Adam Kelly
Head of Research

SACA is proudly partnered with:



Sponsorship Opportunities



SACA is a non-profit organisation which relies solely on funding from our fantastic partners & sponsors.

SACA has currently raised **£50,000** for the **2021-22** programme. This will contribute towards:

- Coaching Costs
- Management Costs
- Facility Hire
- Training & Playing Kit
- BSA Girls Talent Programme *(part-funded by Warwickshire CCC)*
- 2 Research Programmes *(part-funded by Birmingham City University)*
 1. *Analysing the barriers to development for Asian females in the women's professional game*
 2. *Exploring the most effective ways of creating inclusive elite male talent development programmes*

SACA needs to raise a further **£20,000 per year** to contribute towards:

- Summer Fixture Costs
- Training Equipment
- Match Balls
- Embroidered Player Helmets
- Live Stream Technology
- Other Operational Costs

Sponsorship Opportunities:



Bronze
£500

- Company name, logo & website link visible on SACA website

Silver
£1000
(limited to 10)

- Bronze criteria +
- Company name & logo referenced across SACA social media channels

Gold
£2500
(limited to 4)

- Silver criteria+
- Fixture live stream 'wickets' sponsor; company logo visible at every wicket
- Fixture live stream 'boundaries' sponsor; company logo visible for every boundary
- Fixture live stream 'highlights' sponsor; company logo visible on fixture highlights
- Fixture 'play of the day' sponsor; company logo visible on specific highlight videos

**Live stream technology will be supplied by Frog Box/ Play Cricket*

If you would like to sponsor SACA, please contact Tom Brown:



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